



8 Driftway, HOOK, Hampshire RG27 9SB
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www.GladsHouse.com Registered Charity No 1115744

Privacy Policy

Glad's House promises to protect any personal data you share with us as a support, fundraiser, volunteer or a participant at one of our events. This includes any data you share with us directly or from other organisations we work with. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

Developing a better understanding of our supporters through their personal data allows us make better decisions, fundraise more efficiently and ultimately helps us to achieve our aim of supporting street children and young people in Mombasa, Kenya.

We use an 'opt-in only' communication policy. This means that we will only send fundraising and marketing communications to those that have explicitly stated that they are happy for us to do so via their preferred channel(s) (email, SMS, phone or post).

"Our fundraising and marketing communications include information about how we are helping to support the street children and young people of Mombasa, Kenya. If you would like to receive such communications but have not opted in please contacting us via email at info@GladsHouse.com."

Information Collected

We collect information in the following ways:

When you give it to us DIRECTLY

You may give us your information in order to sign up for one of our events, make a donation, hear about one of our projects and receive our updates.

When you give it to us INDIRECTLY

Your information may be shared with us by independent event organisers, for example the London Marathon or fundraising sites like Just Giving. These independent third parties will only do so when you have indicated that you wish to support Glad's House and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.



Information Collected (continued)

When you give permission to OTHER ORGANISATIONS to share or it is available publicly

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our supporters to improve our fundraising methods, products and services.

The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

- Third party organisations

You may have provided permission for a company or other organisation to share your data with third parties, including charities. This could be when you buy a product or service, register for an online competition or sign up with a comparison site.

- Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.

- Information available publicly

This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

When we collect it as you use our WEBSITES OR APPS

Like most websites, we use "cookies" to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They're small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields. There are more details in our cookie policy.

In addition, the type of device you're using to access our website or apps and the settings on that device may provide us with information about your device, including what type of device it is, what specific device you have, what operating system you're using, what your device settings are, and why a crash has happened. Your device manufacturer or operating system provider will have more details about what information your device makes available to us.

The type and quantity of information we collect and how we use it depends on why you are providing it.



Information Collected (continued)

Information we collect and how we use it

Supporters

If you support us, for example, by making a donation, volunteering, registering to fundraise, signing up for an event or requesting our updates, we will usually collect some of the following information:

- Your name
- Your contact details
- Your date of birth
- Your bank or credit card details.

Where it is appropriate we may also ask why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

We will mainly use your data to:

- Provide you with the services or information you asked for
- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services or information.

If you enter your details onto one of our online forms, and you don't 'send' or 'submit' the form, we may contact you to see if we can help with any problems you may be experiencing with the form or our websites.

We may also use your personal information to detect and reduce fraud and credit risk.

Building profiles of supporters and targeting communications

We use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively, which donors consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

When building a profile we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, for example addresses, listed Directorships or typical earnings in a given area.



Direct Marketing

With your consent, we will contact you to let you know about the progress we are making and to ask for donations or other support. Occasionally, we may include information from partner organisations or organisations who support us in these communications. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt out when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide your data or contact our office manager on 01256 766263 or via email at info@GladsHouse.com.

We do not sell or share personal details to third parties for the purposes of marketing. But, if we run an event in partnership with another named organisation your details may need to be shared. We will be very clear what will happen to your data when you register.

Children's data

We very occasionally collect and manage information from children, and aim to manage it in a way which is appropriate to the age of the child.

How we keep your data safe and who has access to it

We ensure that there are appropriate technical controls in place to protect your personal details. For example our online forms are always encrypted and our network is protected and routinely monitored.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

We use external companies to collect or process personal data on our behalf. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal data they have collect or have access to.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors. We will only ever share your data in other circumstances if we have your explicit and informed consent.



Keeping your data up to date

Where possible we use publicly available sources to keep your records up to date; for example, the Post Office's National Change of Address database and information provided to us by other organisations as described above.

We really appreciate it if you let us know if your contact details change.

Your right to know what we know about you, make changes or ask us to stop using your data. You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. Contact our office manager on 01256 766263 or via email at info@GladHouse.com. if you have any concerns.

You have a right to ask for a copy of the information we hold about you, although we may charge £10 to cover the costs involved. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, send a description of the information you want to see and proof of your identity by post to Glad's House, 8 Driftway, Hook, Hampshire RG27 9SB. We do not accept these requests by email so we can ensure that we only provide personal data to the right person.

If you have any questions please send these to info@GladHouse.com and for further information see the Information Commissioner's guidance [here](#).

Changes to this policy

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on the Glad's House Website (www.GladHouse.com) or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by contacting us at Glad's House, 8 Driftway, Hook, Hampshire RG27 9SB or via email at info@GladHouse.com.